



Express Mail Label No. EV620766645US

ST-28 Cont. 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : Steven M. Schein et al.

Application No. : 09/810,324 Confirmation No.: 9059

Filed : March 16, 2001

For : SYSTEM AND METHOD FOR LINKING
TELEVISION VIEWERS WITH ADVERTISERS
AND BROADCASTERS

Group Art Unit : 2611

Examiner : Hai V. Tran

New York, New York 10020
January 17, 2006

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO FINAL OFFICE ACTION

Sir:

In reply to the Final Office Action dated August 15, 2005, applicants respectfully request reconsideration and allowance of this application in light of the following remarks:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 13 of this paper.